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OAKLAND

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AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Sara Bedford

SUBJECT: WestEd Specialized Training & Technical Assistance (PY) 2012-2013 & 2013-2014 DATE: June 25, 2012

City Administrator
Approval

Date

6/28/12

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Staff recommends that the City Council approve a resolution 1) waiving the competitive request for proposals/qualifications process, and 2) authorizing the City Administrator to execute a professional services agreement with WestEd for specialized training & technical assistance for Head Start staff on the social and emotional foundations for early learning in amounts not to exceed \$50,000 for fiscal year 2012-2013 and \$50,000 for fiscal year 2013-2014 for a total amount not to exceed \$100,000, contingent upon receipt of grant funding.

EXECUTIVE SUMMARY

WestEd's specialized training & technical assistance on the social and emotional foundations of early learning, known as the Teaching Pyramid, is a systematic framework based on evidence-based practice originally developed by the Center on the Social Emotional Foundations in Early Learning (CSEFEL), which is a collaborative project involving the faculty and staff from Vanderbilt University, University of Illinois at Urbana-Champaign, University of South Florida, Georgetown University, University of Colorado at Denver, and Zero to Three. The Teaching Pyramid training provided by WestEd's Center for Child & Family Studies, is authorized by California Department of Education (CDE), and aligned with California's Early Learning and Development System.

WestEd is a regional educational laboratory which works in collaboration with CSEFEL and California Department of Education/Child Development Division to disseminate research and evidence-based practices and provide training & technical assistance to early childhood programs across the state and country. WestEd's Center for Child & Family Studies is the only

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provider of specialized, evidenced-based, Teaching Pyramid training, which focuses on promoting, building, and strengthening professional development, skills and knowledge in order to more effectively support positive social and emotional and school readiness outcomes for young children, ages birth to 5.

The CSEFEL collaborative project is funded by the federal Office of Head Start, Child Care Bureau – Administration for Children and Families, and the U.S. Department of Health and Human Services. In 2010-2011, the CSEFEL project, along with the funding agencies selected eleven states across the nation to be CSEFEL State Partners, in order to assist in their training & technical assistance efforts over multiple years. California was one of CSEFEL state partners selected.

The broad goal of the partnership between CSEFEL and California is to foster professional development of the early care and education workforce that: a) enhances knowledge and skills; b) supports the implementation and sustainability of evidence-based practices; and c) increases the size of the workforce skilled in supporting the social emotional development of young children (birth -5 years old). The specific goal of the partnership is to provide comprehensive, specialized, program-wide training & technical assistance so that programs are fully trained and can implement ongoing trainings facilitated by individual program CSEFEL leadership teams.

As a California-based Head Start program, the City of Oakland Head Start program is committed to improving long-term social and emotional and school readiness outcomes for children, birth – 5. As such, Oakland Head Start elected to participate in program-wide CSEFEL training & technical assistance with WestEd in three phases, consisting of a 2011-2012 staff grouping, 2012-2013 staff grouping, and a 2013-2014 staff grouping.

The Oakland Head Start program would like to renew its partnership with WestEd for the 2012-2013 and 2013-2014 program years. Similar to the first phase of Teaching Pyramid training, the second phase will consist of onsite training and technical assistance and mentor coaching for second staff group, and will specifically focus on on strengthening the social emotional and behavioral outcomes of young children.

Over the 2012-2013 and 2013-2014 program years, WestEd will provide training & technical assistance for approximately 38 additional Oakland Head Start program staff working within approximately 14 Head Start classrooms. The specialized training and technical assistance provided will be based on the Teaching Pyramid Model (formerly known as CSEFEL), which is a systematic framework that incorporates Early Childhood Positive Behavior Support (EC-PBS), through promoting social-emotional development and support for children's appropriate behavior and addressing problematic behavior. Teaching Pyramid training is designed to intentionally support the continued development of nurturing and responsive relationships among teachers and students, while creating and maintaining high quality, supportive environments and modifying and adapting them as needed by Head Start students.

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The implementation of the Teaching Pyramid Model consists of three components: Leadership; Training; and Technical Assistance with On-site Teacher Mentor Coaching. The Leadership component will include four Leadership Team meetings with the WestEd trainer. The Training component will include four full-day trainings provided by two WestEd trainers. The Technical Assistance and Specialized Training components will include twenty-eight days of on-site teacher mentor coaching at Oakland Head Start sites and pre/post site visits, provided by one WestEd trainer.

The implementation of the second phase of the Teaching Pyramid training & technical assistance for the Oakland Head Start program staff is tentatively scheduled to begin during the Pre-Service for Head Start in August 2012, and conclude by August 31st of fiscal year 2012-2013. The implementation of the third phase of training & technical assistance is scheduled to begin during the Pre-Service for Head Start in August 2013 and conclude by August 31st of fiscal year 2013-2014.

OUTCOME

If approved, the Department of Human Services, Head Start program will be able to continue to provide evidence-based, specialized training, technical assistance, and mentor coaching, utilizing the Teaching Pyramid Framework, for Head Start program staff, which is intended to support the continued development of nurturing and responsive relationships among teachers and students, while also creating and maintaining high quality, supportive environments, and modifying and adapting them as needed by Oakland Head Start students.

BACKGROUND/LEGISLATIVE HISTORY

As mandated by Head Start Performance Standards, Oakland Head Start keeps abreast of the changing needs of children and families being served, in the areas of Child Health, Education, and Development, as informed by program and community data, as well as our annual community assessment. Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities.

The continued economic downturn at the federal, state, and local levels has impacted Head Start eligible families and children living in Oakland in a myriad of ways. Based on recent program data from the Oakland Head Start/Early Head Start 2012 Community Assessment Update, families and children and other community members are experiencing a marked increase in risk factors, such as community violence, drug use, and family violence, and stressors such as homelessness, unemployment, frequent housing transitions, and moving out of the area.

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The current funding reductions in Part-C funding and Regional Center resources and support, have only compounded the need for specialized professional development training, technical assistance, and mentor coaching designed to support the emerging social and emotional needs of young children, birth – 5. Given this reality, Oakland Head Start found it imperative to proactively address the varying social emotional and behavioral needs of the children receiving services. The program also found it essential that staff receive specialized training, technical assistance, and mentor coaching in order to strengthen staff's abilities as center directors and teachers to effectively support the social emotional, behavioral, and mental health needs of the children and families receiving Head Start services.

Thus, in an effort to respond effectively to the unique ongoing and emerging needs of Head Start families and children, while remaining in compliance with Head Start Performance Standards, Oakland Head Start would like to continue to provide evidence-based, specialized Teaching Pyramid training and technical assistance for Head Start program staff as a part of our regular program services.

ANALYSIS

The continued economic austerity at the federal, state, and local levels has impacted Head Start eligible families and children in a myriad of ways in the 2011-2012 program year. Based on recent program and community data, as well as the data from the 2012 Head Start/Early Head Start Community Assessment Update, Head Start and Early Head Start families and children, along with the surrounding community are experiencing a marked increase in risk factors and stressors, such as community violence, drug use, family violence, homelessness, unemployment, frequent housing transitions, and moving out of the area. Research has indicated that extended exposures to such risk factors can significantly impact child development and school readiness.

Thus, as indicated previously, in an effort to actively address the specific, ongoing, and emerging needs of Head Start families and children, while also supporting and promoting school readiness and success in compliance with Head Start Performance Standards, Oakland Head Start will provide evidence-based, specialized training and technical assistance for Head Start program staff on an ongoing basis.

Oakland Municipal Code section 2.04.051.B permits the Council to waive the request for proposal/qualifications ("RFP/Q") process upon a finding that it is in the best interest of the City to do so. Staff recommends that the Council waive the RFP/Q process because WestEd is the only company in the area that provides training on the Teaching Pyramid model consistent with the Federal Head Start mandates.

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PUBLIC OUTREACH/INTEREST

This item did not require any additional public outreach other than the required posting on the City's website.

COORDINATION

Coordination has occurred between Department of Human Services, the Budget Office, and the City Attorney's Office.

COST SUMMARY/IMPLICATIONS

1. Amount of Recommendation/Cost of Project:
 - \$50,000 each fiscal year 2012-2013 & 2013-2014
 - Total project cost/agreement/contract - \$100,000
2. Approval of the proposed resolution will authorize the City Administrator to execute a professional services agreement with the sole source, WestEd, for specialized training and technical assistance for Head Start program staff, in estimated amounts of \$50,000 for FY 2012-2013 and \$50,000 for FY 2013-2014, not to exceed \$100,000.
3. Fiscal Impact - For the fiscal year 2012-2013, the professional services agreement in the amount of \$50,000, will be fully funded through the 2012-2013 Head Start program grants approved by City Council on May 10, 2012 (Resolution No. 83886 C.M.S.), and will be available through the Head Start program grants, in the Department of Human Services Fund (2128), Head Start Organization (78231), and Head Start Project (G4225), to pay for WestEd services. For the fiscal year 2013-2014, the professional services agreement in the amount of \$50,000, is expected to be fully funded through the 2013-2014 Head Start program grants upon approval by the City Council in May 2013, and will be available through the Head Start program grants, in the Department of Human Services fund (2128), Head Start Organization (78231), and Head Start Project (TBD), to pay for WestEd services.

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SUSTAINABLE OPPORTUNITIES


Economic: There are economic benefits to the City from these Professional Services Agreements. WestEd will receive compensation to provide mandated Head Start training and technical assistance to Head Start program staff. WestEd offers a cost-effective approach to train and provide technical assistance to Oakland Head Start program staff, in order to effectively address the unique and emerging social and emotional needs of Head Start children, while still providing the comprehensive child development services elemental to Head Start.

Environmental: It is expected that there will be no direct environmental benefits or impacts from the training and technical assistance services provided to Oakland Head Start program staff by WestEd, to the City of Oakland. Consistent with the Oakland Head Start program, the trainer will use recyclable paper and training materials.

Social Equity: Consistent with the Oakland Head Start program, the principal sustainable opportunity of the WestEd will be in the area of social equity. WestEd will deliver high-quality training and technical assistance services to program staff and children. These services are designed to promote and foster healthy social and emotional development in low-income children. The WestEd Teaching Pyramid training and technical assistance services will be responsive and appropriate to each child and family's developmental, ethnic, cultural, and linguistic heritage and experience. Scientific research has verified what early childhood educators have known for years - that how children are nurtured and educated in their youngest years has a significant impact on later growth and development.

For questions regarding this report, please contact Usana Hopkins, DHS Manager, Early Childhood & Family Services, 238-7186.

Respectfully submitted,


Sara Bedford, Interim Director
Department of Human Services

Reviewed by: Usana Hopkins, Manager
Early Childhood & Family Services Division

Prepared by: Tracey Black, Planner
Head Start Program

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OAKLAND CITY COUNCIL


City Attorney

RESOLUTION NO. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION 1) WAIVING THE COMPETITIVE REQUEST FOR PROPOSAL/QUALIFICATIONS PROCESS, AND 2) AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH WESTED FOR SPECIALIZED TRAINING & TECHNICAL ASSISTANCE FOR HEAD START STAFF ON THE SOCIAL AND EMOTIONAL FOUNDATIONS OF EARLY LEARNING IN AMOUNTS NOT TO EXCEED FIFTY THOUSAND DOLLARS (\$50,000) FOR FISCAL YEAR 2012-2013 AND FIFTY THOUSAND DOLLARS (\$50,000) FOR FISCAL YEAR 2013-2014 FOR A TOTAL AMOUNT NOT TO EXCEED \$100,000, CONTINGENT UPON RECEIPT OF GRANT FUNDING

WHEREAS, the Department of Human Services, Head Start Program desires the City of Oakland to enter into a Professional Services Agreement with WestEd to provide specialized training & technical assistance on the social and emotional foundations of early learning to Head Start program staff in an amount not to exceed \$50,000 for fiscal year 2012-2013 and \$50,000 for fiscal year 2013-2014 for a total amount not to exceed \$100,000, contingent upon receipt of grant funding and on satisfactory evaluation of contractor after the first year; and

WHEREAS, WestEd is one of 10 Regional Educational Laboratories funded by the U.S. Department of Education and WestEd serves the Western Region (which includes Arizona, California, and Nevada), generating new knowledge, providing technical assistance, and conducting research to support the goals of school districts, and states in educating every student to high standards; and

WHEREAS, WestEd works with the national resource center, Center on the Social and Emotional Foundations of Early Learning (CSEFEL), funded by the federal Office of Head Start, Child Care Bureau - Administration of Children & Families, and the U.S. Department of Health & Human Services, to disseminate research and evidence-based practices and provide training & technical assistance to early childhood programs across the country; and

WHEREAS, the Office of Head Start and the Child Care Bureau selected eleven states across the nation to be CSEFEL State Partners in their efforts, and selected California as one of the CSEFEL state partners; and

WHEREAS, WestEd's specialized training and technical assistance (now known as The Teaching Pyramid) is focused on promoting the social emotional development and school readiness of young children birth to age 5; and

WHEREAS, the Oakland Head Start program elected to participate in the WestEd Teaching Pyramid (formerly known as CSEFEL) partnership by providing training and technical assistance consisting of three phases to be implemented program-wide with Head Start staff, the first phase of which was implemented in PY 2011-2012; and

WHEREAS, the Teaching Pyramid training will resume with the second phase being implemented program-wide in PY 2012-2013, beginning with the Oakland Head Start Pre-service in August 2012 and ending in August 2013; and

WHEREAS, the Teaching Pyramid training will resume with the third phase of implementation program-wide in PY 2013-2014, beginning with the Oakland Head Start Pre-service in August 2013 and ending in August 2014; and

WHEREAS, the Teaching Pyramid training in PY 2012-2013 and PY 2013-2014, will focus on strengthening the social emotional and school readiness outcomes of young children and assisting Head Start program staff in enhancing and strengthening teaching and curriculum strategies which promote social emotional development, support for children's appropriate behavior, and address problematic behavior; and

WHEREAS, the Head Start Performance Standards 1304.53 (k)(2)(3) mandate that Head Start programs must provide a structured approach to staff training and development in order to help build skills and knowledge needed to fulfill their job responsibilities; and

WHEREAS, WestEd is the only company in the area that provides training on the Teaching Pyramid model to fit the Federal Head Start mandates; and

WHEREAS, the City of Oakland, Department of Human Services, Head Start program has found WestEd to be a cost effective means of providing specialized, evidence-based training and technical assistance on the social and emotional foundations of early learning for approximately 38 Head Start program staff within 14 classrooms; and

WHEREAS, the professional services agreements will be fully funded through the Head Start program grants approved by City Council on May 10, 2012 (Resolution No. 83886 C.M.S.), in the amount of \$50,000 in the fiscal year of 2012-2013 and \$50,000 in the fiscal year of 2013-2014, contingent on receipt of grant funding in the fiscal year of 2013-2014, and will be available in Department of Human Services Fund (2128), Head Start Organization (78231), and Head Start Projects (G4225) for FY 2012-2013 and (TBD) for FY 2013-2014 (contingent on receipt of grant funding) to pay for WestEd services; and

WHEREAS, Oakland Head Start has submitted a grant application to the U.S. Department of Health and Human Services, Administration for Children and Families, for funding Head Start Professional Services Agreements for program year 2012-2013 and will submit a grant application to the U.S. Department of Health and Human Services, Administration for Children and Families for funding Head Start Professional Services Agreements for program year 2013-14; and

WHEREAS, Oakland Municipal Code section 2.04.051.B permits the Council to waive the request for proposal/qualifications ("RFP/Q") process upon a finding that it is in the best interest of the City to do so; and

WHEREAS, staff recommends that it is in the best interest of the City to waive the RFP/Q process because WestEd is the only company in the area to offer training on the Teaching Pyramid model consistent with the federal Head Start mandates; and

WHEREAS, the City Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

RESOLVED: That pursuant to Oakland Municipal Code section 2.04.051.B and findings set forth above and in the City Administrator's report accompanying this item, the City Council finds and determines that it is in the best interests of the City to waive the competitive RFP/Q process for the agreement with WestEd and so waives the requirement; and be it

RESOLVED: That the City Council hereby authorizes the City Administrator or her designee to execute a Professional Services Agreement with WestEd for specialized training & technical assistance for Head Start staff on the social and emotional foundations of early learning, in amounts not to exceed \$50,000 for fiscal year 2012-2013 and \$50,000 for fiscal year 2013-2014 for a total amount not to exceed \$100,000, contingent on receipt of Head Start grant funds and based on a satisfactory evaluation of the contractor after the first year; and be it

FURTHER RESOLVED: That the City Administrator or her designee, is hereby authorized to approve any subsequent amendments, modifications, or extensions of this Professional Services Agreement provided that such amendments or extensions shall be approved as to form and legality by the Office of the City Attorney and filed with the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and
PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California